

## Building a Marketing Plan and Sales Strategy

### ASSESSMENT # 4

Total Marks: 30

**Answer the following questions:**

**Q: 1:** Short Questions (15)

- I. Define the purpose of a plan in Marketing Strategy?
- II. What is a Brand?
- III. Why is branding the most important investment undertaken by a company?
- IV. Describe the method of developing an effective Slogan.
- V. Define SWOT analysis.

**Q: 2:** Discuss the various steps in marketing. (7)

**Q: 3:** Outline the various types of Logos. (8)